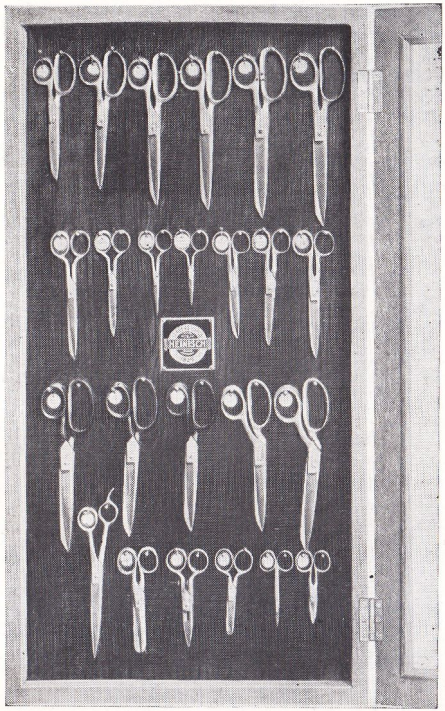
Heinisch Shears cut as well at the extreme point as at the "heel." They are *guaranteed* to give satisfaction.

LEADERS SINCE 1825 HEINISCH SHEARS SCISSORS

Wall Case Assortment Number 66



Dimensions: 33" x 17" x 3"

Finish: Golden Oak

Prices and contents on last page

The Most Successful Method of Selling Shears and Scissors

Merchandise well displayed is half sold and to help hardware men sell more Heinisch Shears, we are offering this display case.

It contains 24 different patterns—*all excellent sellers*—and you have a maximum assortment for a minimum outlay.

A display like this results in immediate sales, and also makes customers not actually in need of Shears and Scissors *think of your store* when they have occasion to need cutlery.

Stock, kept in this case, is always visible and in good order, and clerks save time because the *number* and *price* of each article is plainly marked.

This is the most successful method of displaying Shears and Scissors. For prices and list of contents, see the last page of this folder.

Without Increasing the Cost per Sale!

Find Out About the—

HEINISCH WALL DISPLAY CASE

Prices and Profits

Contents ¼ Doz. of Each		Dealer's List Price	Resale Price Per Pr.
212—7″	Bent Trimmers	5.06	1.70
212—8″	" "	5.63	1.90
311—7″	Straight Trimmers	4.05	1.35
311—7½″	" "	4.28	1.40
311—8″	" "	4.50	1.50
312—6″	" "	4.20	1.40
312—6½″	" "	4.54	1.50
312—7″	" "	4.84	1.60
312—7½″	" "	5.06	1.70
312—8″	" "	5.33	1.80
312—8½″	" "	5.63	1.90
412—8″	Barbers' Shears	5.33	1.80
512—5″	Ladies' Scissors	3.45	1.20
512—5½″	" "	3.56	1.25
512—6″	" "	3.79	1.30
722—3½″	" "	3.19	1.10
722—4″	" "	3.33	1.15
522—5″	" "	3.98	1.35
522—6″	" "	4.49	1.50
922—3¾″	Manicure "	4.75	1.60
912—3½″	Nail "	4.75	1.60
742—4¾″	Buttonhole "	4.28	1.45
622—5″	Pocket "	3.79	1.30
632—4″	" "	3.45	1.15
		105.26	35.50
	Less	33⅓%	x3
	Net Price	70.17	106.60
Case Charge		2.00	
Dealer Pays		72.17	

Resale Price	$106.50
Net Cost to Dealer	72.17
Dealer's Profit	34.33

YOU CAN SELL MORE SHEARS